



Arts Catalyze Placemaking **Webinar:**

Self-Reporting Requirements

September 25, 2012

Department of Economic and
Community Development

Office of the Arts



Approaching the new ACP self-reporting requirements

COA BIG PICTURE GOALS

COA Placemaking Big Picture Goals

1. Community Relevance & Civic Engagement
2. Arts engagement, Artistic Excellence & Creativity
3. Market Development

Goal: Community Relevance & Civic Engagement

- The Arts are essential in the development of great places.
- The primary focus is on community-level or organizational-level outcomes.
- With arts at the core, projects, activities or programs in this goal area:
 - help members of the community connect to and feel a part of their community;
 - are strategic in engaging members of the community as active participants and contributors to the improved community environment.

Goal: Arts engagement, Artistic Excellence & Creativity

- High quality art and arts experiences stir creativity and critical thinking and advance cognitive, emotional and social health.
- The primary focus is on individual-level outcomes.
- Projects, activities or programs in this goal area:
 - foster pride in one's own heritage and culture, and greater understanding and appreciation of the culture and heritage of others;
 - advance innovative approaches in art making;
 - embed sustained high quality art and arts experiences into our daily lives.

Goal: Market Development

- The Arts are an essential component of Connecticut's environment and should be accessible to the greater community.
- The focus of this goal is on growing the base of arts participants and strengthening the arts infrastructure.
- Projects, activities or programs in this goal area support:
 - broadening and deepening arts opportunities and access, attracting a more diverse audience;
 - strengthening the overall arts infrastructure.

Two Important ACP Documents

1. Outcomes Table
2. Activities, Goals & Outcomes Worksheet

The Outcomes Table is the foundation of the Arts Catalyze Placemaking application and review process.

ACP Outcomes Table

OUTCOMES & MEASURING EVIDENCE

COA Definitions

- **Goal:**
 - The broad purpose toward which an endeavor (project, activity or program) is directed
- **Outcome:**
 - Measurable change(s), improvement(s), or impact(s) that the endeavor intends to produce or contribute towards (such as a change in behavior, perception, environment, values, skills, practice, etc.)
- **Indicators of Success:**
 - Observable signs of progress toward the intended goals and outcomes (thing you can see, hear, experience, etc.)
- **Sources of Evidence:**
 - Information, facts, stories and data documented and gathered through an evaluation process in order to assess the success or effectiveness of the endeavor toward its intended outcomes.

COA GOALS	COA PRIORITY OUTCOMES	SUGGESTED INDICATORS OF SUCCESS Short Term Indicators (shaded) Long Term Indicators (white)	SUGGESTED SOURCES OF EVIDENCE
1. COMMUNITY RELEVANCE & CIVIC ENGAGEMENT The Arts are essential in the development of great places. <i>The primary focus of this goal is on community-level or organizational-level outcomes.</i> With arts at the core, projects, activities or programs in this goal area: <ul style="list-style-type: none"> • help members of the community connect to and feel a part of their community; • are strategic in engaging members of the community as active participants and contributors to the improved community environment. 	a) Build or deepen collaborative, community partnerships (i.e., strengthened civic infrastructure); increase efficacy (i.e., capacity of a community to organize and respond to its own challenges)	<ul style="list-style-type: none"> • Art organizations become more aware of, or engaged in, their community • New relationships forged (cross-sector, committees) 	<ul style="list-style-type: none"> • Work has the potential of creating stronger partnerships • Willingness of artists & arts groups to present programs in community spaces • Evidence of community input into programming decision(s)
	b) Foster stewardship of shared public resources such as schools, parks, cultural resources, natural resources, etc.	<ul style="list-style-type: none"> • Evidence of sustained partnerships & self-initiated problem-solving • Changed attitudes about sense of place and community identity • Greater levels of involvement by arts and cultural organizations in community 	
		<ul style="list-style-type: none"> • Increased volunteerism, stewardship behaviors, financial contributions to local cause 	<ul style="list-style-type: none"> • Opportunities for community members to improve and maintain shared resources
	c) Heighten civic dialogue and exchange of viewpoints; provide new ways to get involved in civic issues; engender a feeling amongst community members that they have a voice in matters of community concern	<ul style="list-style-type: none"> • Community committed to improving & maintaining shared cultural, natural, educational, resources. 	
		<ul style="list-style-type: none"> • Opportunities created for cross-sector, cross-disciplinary, cross values dialogue and exchange • Written expressions, voiced opinions, web views, blogs, etc. 	<ul style="list-style-type: none"> • Specific opportunities for dialogue and exchange of ideas • Evidence of community input on project design and implementation
		<ul style="list-style-type: none"> • Appreciate diversity of values as a community asset 	
	d) Improve the quality of the visual landscape; make signs of creativity visible in the community	<ul style="list-style-type: none"> • New public art projects • Neighborhood clean-up projects • Youth mural projects • Animating vacant / dormant retail space 	<ul style="list-style-type: none"> • The visual landscape of your community is improved
		<ul style="list-style-type: none"> • Increased public support for visual improvements (zoning, public art legislation) • Increased support for streetscape improvements 	
	e) Increase social cohesion and social integration; foster a sense of belonging; help residents discover commonalities with others in their community	<ul style="list-style-type: none"> • Raised consciousness about shared responsibilities • Improved attitudes about “fitting in” 	<ul style="list-style-type: none"> • Evidence of number of people and/or events that validated specific identities or cultures and/or demonstrated exposure to different cultures or identities
		<ul style="list-style-type: none"> • Increased membership in community institutions • Higher levels of civic engagement 	
	f) Raise levels of civic pride and optimism; improve perception of one's community as an appealing place to live, work, learn and play. Create places that matter and which promote attachment.	<ul style="list-style-type: none"> • Increased availability of locally-generated programs & events 	<ul style="list-style-type: none"> • Increased number of volunteer hours, in-kind donations, etc. • Retention of participants year-to-year
		<ul style="list-style-type: none"> • Improved attitudes about safety and livability (satisfaction with community) • Attracting new businesses, organizations, residents 	

COA GOALS	COA PRIORITY OUTCOMES	SUGGESTED INDICATORS OF SUCCESS Short Term Indicators (shaded) Long Term Indicators (white)	SUGGESTED SOURCES OF EVIDENCE
2. ARTS ENGAGEMENT, ARTISTIC EXCELLENCE & CREATIVITY High quality art and arts experiences stir creativity and critical thinking and advance cognitive, emotional and social health. <i>The primary focus of this goal is on individual-level outcomes.</i> Projects, activities or programs in this goal area: <ul style="list-style-type: none"> • foster pride in one's own heritage and culture, and greater understanding and appreciation of the culture and heritage of others; • advance innovative approaches in art making; • embed sustained high quality art and arts experiences into our daily lives. 	a) Catalyze individuals' creativity, spark entrepreneurialism, innovation and creative learning at all ages.	<ul style="list-style-type: none"> • Creative output (stories, songs, dances, drawing, photos, new ideas, etc). • More frequent interaction(s) between artists and community members 	<ul style="list-style-type: none"> • Documentation of community-generated creative output(s)
	b) Social bonding; pride in one's community, heritage or identity (supports social cohesion outcomes at the community level see section (e) Goal 1)	<ul style="list-style-type: none"> • Sustained, diverse opportunities for individual & collaborative expression 	
		<ul style="list-style-type: none"> • Increased opportunities for engaging in arts that reflect a specific identity or culture 	<ul style="list-style-type: none"> • Specific opportunities for members of a particular community to grow closer together
		<ul style="list-style-type: none"> • Sustained outlets that support multiple, cultural identities • Increased feeling of support or pride within a community 	
	c) Social bridging and tolerance; foster greater understanding across cultures and groups of people with different backgrounds (supports social cohesion outcomes at the community level see section (e) Goal 1)	<ul style="list-style-type: none"> • Availability of programs, events and/or spaces where people of different backgrounds can meet and share common experiences 	<ul style="list-style-type: none"> • Specific opportunities for members of the community to gain an appreciation for people from different backgrounds
		<ul style="list-style-type: none"> • People's perceptions were changed regarding differences and resulted in fewer negative stereotypes and increased tolerance 	
	d) Emotional benefits associated with arts experiences, leading to enhanced sense of well-being and sense of self, including greater empathy for community members and an empathetic concern that moves people to help others.	<ul style="list-style-type: none"> • Intrinsic impacts derived from an individual's arts experience(s) 	<ul style="list-style-type: none"> • Anecdotal information regarding participant's sense of well-being
		<ul style="list-style-type: none"> • Subjective well-being measures 	
	e) Cognitive benefits associated with arts experiences, such as greater mental acuity, exposure to new ideas, innovative approaches in art making experiences, critical thinking skills, etc.	<ul style="list-style-type: none"> • Individual learning, comfort with new approaches 	<ul style="list-style-type: none"> • Evidence of educational / curricular goals served
		<ul style="list-style-type: none"> • Increase in critical thinking abilities 	
	f) Sustained engagement in quality arts experience and an appreciation for the creative life; embedding the arts into citizens' daily lives	<ul style="list-style-type: none"> • Increased availability of participatory arts programs and activities 	<ul style="list-style-type: none"> • Specific activities for sustained exposure to, or sustained engagement in the arts (day after day)
		<ul style="list-style-type: none"> • Increased appreciation for role of the arts in daily life 	

COA GOALS	COA PRIORITY OUTCOMES	SUGGESTED INDICATORS OF SUCCESS Short Term Indicators (shaded) Long Term Indicators (white)	SUGGESTED SOURCES OF EVIDENCE
3. MARKET DEVELOPMENT The Arts are an essential component of Connecticut's environment and should be accessible to the greater community. <i>The focus of this goal is on growing the base of arts participants and strengthening the arts infrastructure.</i> Projects, activities or programs in this goal area support: • broadening and deepening arts opportunities and access, attracting a more diverse audience; • strengthening the overall arts infrastructure.	a) Expand access to the arts; broadened pool of arts-engaged citizens	• Ability to attract infrequent attenders, diverse or under-served populations and non-arts-users • Broaden base of participants	• Document a first-time attendance ratio (# of new ticket buyers in relation to # of ticket buyers on file)
	b) Improving or diversifying spaces, venues and settings for arts and cultural participation	• New or different spaces used or improved • Improve physical infrastructure of arts venues and settings	• New or different spaces are utilized to attract community members
	c) Richer knowledge-base of creative economy assets	• Increased inventory of and interest in creative economy assets • Robust inventory of creative economy assets; legislative support for the creative economy	• Increased understanding of creative assets • Increased strategic support for the creative economy
	d) Increased support for artists' work and/or artists' activities	• Increased sales of artists' work and/or employment of artists' skills • Sustainable markets for artists work and skills (galleries, spaces to perform, hybrid opportunities, etc.) • Better availability of resources for artists (live-work space, affordable housing, insurance, career development, etc.)	• Specific opportunities created for artists
	e) Greater private support for arts organizations; more sustainable infrastructure for the arts	• Expand donor base, lower reliance on unsustainable sources • Ability to plan ahead, long-term approach to capitalization; ability to crowd source funding needs • Successful changes in policy that attract and support creative businesses and arts (tax incentives, etc.)	• Expanded donor base; lower reliance on large gifts • Balance sheet evidence of financial health
	f) A strong creative learning system, in-school, after-school, and in the community	• Percentage of public schools with arts & music teachers, employment of teaching artists, after-school arts activities, etc. • Families taking advantage of cultural resources	• Specific ways that your project supports and strengthens the arts education system

Activities, Goals & Outcomes Worksheet

OUTCOMES & MEASURING EVIDENCE

Arts Catalyze Placemaking

ACTIVITIES, GOALS & OUTCOMES WORKSHEET / INSTRUCTIONS (page 1)

Use this worksheet to identify the specific goals, outcomes, indicators, and sources of evidence that directly relate to your proposal's major activities. Do not overstate intended outcomes. Ask yourself "What can I reasonably do and accomplish within the grant's timeframe?" Identify only what is reasonable and do-able.

WORKSHEET INSTRUCTIONS:

- Use the table's supplied formatting and bullets to present your information. Enter the Applicant Name and the Project/Program Title on Page One.
- List Major Activities in your priority order (from worksheet top to bottom).
- For each major activity you enter, reference the ACP Outcomes Table and identify one of the three COA Goals with which your project aligns. Enter the identified Goal title in the COA Goal Alignment column.
 1. Community Relevance & Civic Engagement
 2. Arts Engagement, Artistic Excellence & Creativity
 3. Market Development
- For each major activity you enter, reference the ACP Outcomes Table and identify one COA Priority Outcome connected to the COA Goal category you selected. Enter the Outcome Table's description of the Priority Outcome you have selected into the COA Priority Outcome Served column (use the Priority Outcome's letter designation as listed in the Outcomes Table. Your Major Activity should directly support the Priority Outcome. If a major activity is intended to serve more than one Priority Outcome, please use additional rows to identify the COA Goal, describe the Priority Outcome and list the Potential Indicators of Success and Sources of Evidence.
- Continue to complete each row for each Major Activity / Priority Outcome entered. Reference the Outcomes Table for suggested Potential Indicators of Success and suggested Sources of Evidence. You will need to identify your own Indicators and Evidence (those supplied by COA are helpful suggestions).
- Use as few or as many Worksheet pages as needed. Please format table and page breaks to retain ease of reading for review.
- Enter all pertinent data, and upload the Worksheet with your application. See ACP Glossary of Application Terms for further information.

View and enter information into the table on following the pages....

Arts Catalyze Placemaking ACTIVITIES, GOALS & OUTCOMES WORKSHEET

APPLICANT:

PROJECT:

MAJOR ACTIVITIES TO BE CONDUCTED: List Top to Bottom in Priority Order	COA GOAL ALIGNMENT	COA PRIORITY OUTCOME SERVED	POTENTIAL INDICATORS OF SUCCESS	SOURCES OF EVIDENCE
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Disclaimer

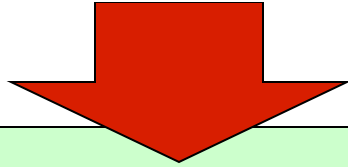
- These examples are purely illustrative and not intended to be indicative of what the Office of the Arts may decide to fund.

Example #1

- Public art installation that engages the broad community
 - For a discrete number of days, invites the broad public to actively participate in creating a public artwork
 - Street painting
 - Murals



Photo: ArtsWave's Paint the Street, www.theartswave.org/arts/paintthestreet



COA GOALS

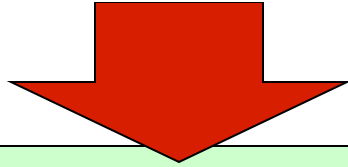
1. COMMUNITY RELEVANCE & CIVIC ENGAGEMENT

The Arts are essential in the development of great places.

The primary focus of this goal is on community-level or organizational-level outcomes.

With arts at the core, projects, activities or programs in this goal area:

- help members of the community connect to and feel a part of their community;
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COA GOALS

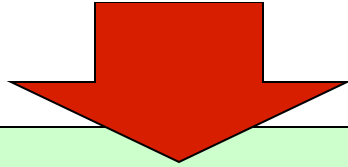
2. ARTS ENGAGEMENT, ARTISTIC EXCELLENCE & CREATIVITY

High quality art and arts experiences stir creativity and critical thinking and advance cognitive, emotional and social health.

The primary focus of this goal is on individual-level outcomes.

Projects, activities or programs in this goal area:

- foster pride in one's own heritage and culture, and greater understanding and appreciation of the culture and heritage of others;
- advance innovative approaches in art making;
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COA GOALS

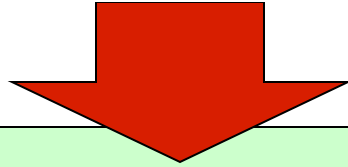
3. MARKET DEVELOPMENT

The Arts are an essential component of Connecticut's environment and should be accessible to the greater community.

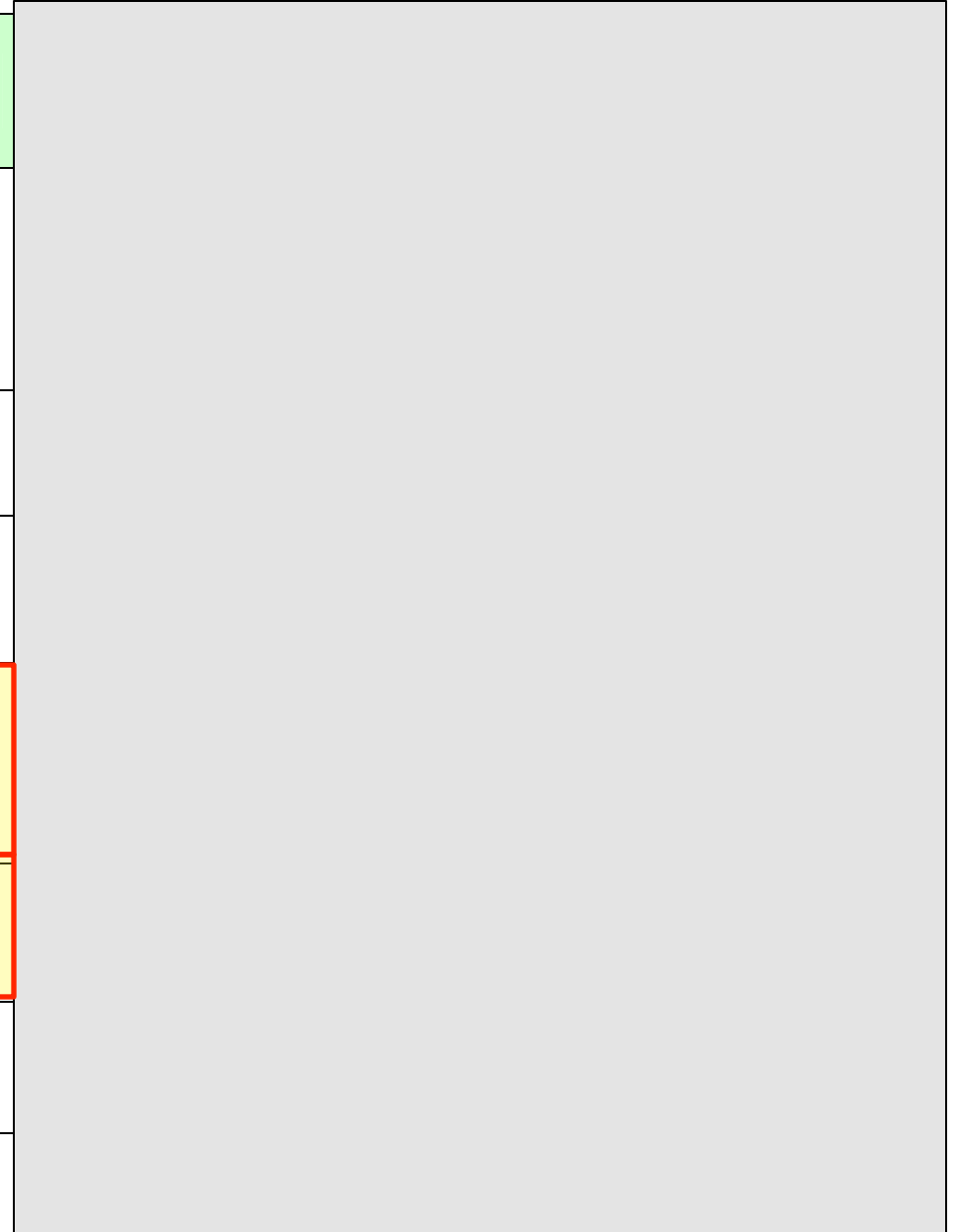
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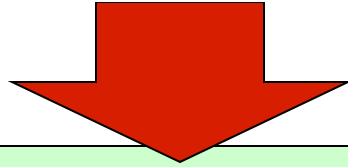
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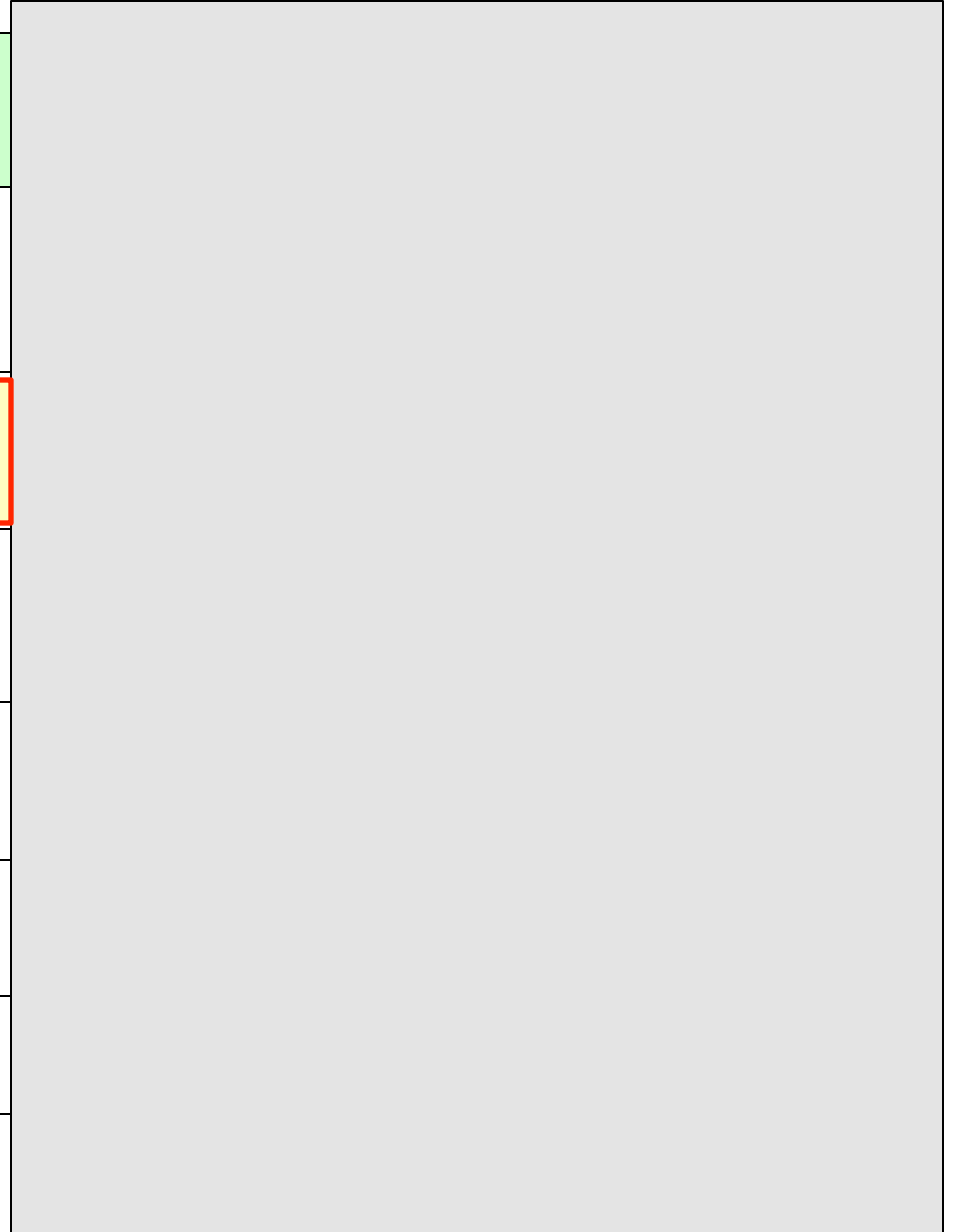


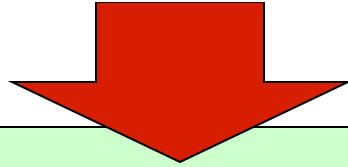
COA GOALS	COA PRIORITY OUTCOMES
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	b) Foster stewardship of shared public resources such as schools, parks, cultural resources, natural resources, etc.
	c) Heighten civic dialogue and exchange of viewpoints; provide new ways to get involved in civic issues; engender a feeling amongst community members that they have a voice in matters of community concern
	d) Improve the quality of the visual landscape; make signs of creativity visible in the community
	e) Increase social cohesion and social integration; foster a sense of belonging; help residents discover commonalities with others in their community
	f) Raise levels of civic pride and optimism; improve perception of one's community as an appealing place to live, work, learn and play. Create places that matter and which promote attachment.





COA GOALS	COA PRIORITY OUTCOMES
2. ARTS ENGAGEMENT, ARTISTIC EXCELLENCE & CREATIVITY High quality art and arts experiences stir creativity and critical thinking and advance cognitive, emotional and social health. <i>The primary focus of this goal is on individual-level outcomes.</i> Projects, activities or programs in this goal area: <ul style="list-style-type: none">• foster pride in one's own heritage and culture, and greater understanding and appreciation of the culture and heritage of others;• advance innovative approaches in art making;• embed sustained high quality art and arts experiences into our daily lives.	a) Catalyze individuals' creativity, spark entrepreneurialism, innovation and creative learning at all ages.
	b) Social bonding; pride in one's community, heritage or identity (supports social cohesion outcomes at the community level see section (e) Goal 1)
	c) Social bridging and tolerance; foster greater understanding across cultures and groups of people with different backgrounds (supports social cohesion outcomes at the community level see section (e) Goal 1)
	d) Emotional benefits associated with arts experiences, leading to enhanced sense of well-being and sense of self, including greater empathy for community members and an empathetic concern that moves people to help others.
	e) Cognitive benefits associated with arts experiences, such as greater mental acuity, exposure to new ideas, innovative approaches in art making experiences, critical thinking skills, etc.
	f) Sustained engagement in quality arts experience and an appreciation for the creative life; embedding the arts into citizens' daily lives





COA GOALS	COA PRIORITY OUTCOMES	
3. MARKET DEVELOPMENT The Arts are an essential component of Connecticut's environment and should be accessible to the greater community. <i>The focus of this goal is on growing the base of arts participants and strengthening the arts infrastructure.</i> Projects, activities or programs in this goal area support: <ul style="list-style-type: none">• broadening and deepening arts opportunities and access, attracting a more diverse audience;• strengthening the overall arts infrastructure.	a) Expand access to the arts; broadened pool of arts-engaged citizens	
	b) Improving or diversifying spaces, venues and settings for arts and cultural participation	
	c) Richer knowledge-base of creative economy assets	
	d) Increased support for artists' work and/or artists' activities	
	e) Greater private support for arts organizations; more sustainable infrastructure for the arts	
	f) A strong creative learning system, in-school, after-school, and in the community	

Arts Catalyze Placemaking ACTIVITIES, GOALS & OUTCOMES WORKSHEET

APPLICANT: **Public Art Example**

PROJECT:

MAJOR ACTIVITIES TO BE CONDUCTED: List Top to Bottom in Priority Order	COA GOAL ALIGNMENT	COA PRIORITY OUTCOME SERVED	POTENTIAL INDICATORS OF SUCCESS	SOURCES OF EVIDENCE
Paint a streetscape	1	Improve the quality of the visual landscape; make signs of creativity visible in the community	•	•
Involve community in a weekend of painting	1	Increase social cohesion and social integration; foster a sense of belonging; help residents discover commonalities with others in their community	•	•
The image to be painted was developed through a local competition	2	Social bonding; pride in one's community, heritage or identity	•	•
Making community creativity and pride explicit in the streetscape painting	3	Improving or diversifying spaces, venues and settings for arts and cultural participation	•	•
			•	•
			•	•

COA GOALS	COA PRIORITY OUTCOMES	SUGGESTED INDICATORS OF SUCCESS Short Term Indicators (shaded) Long Term Indicators (white)
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		<ul style="list-style-type: none"> • Evidence of sustained partnerships & self-initiated problem-solving • Changed attitudes about sense of place and community identity • Greater levels of involvement by arts and cultural organizations in community
	b) Foster stewardship of shared public resources such as schools, parks, cultural resources, natural resources, etc.	<ul style="list-style-type: none"> • Increased volunteerism, stewardship behaviors, financial contributions to local cause
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	c) Heighten civic dialogue and exchange of viewpoints; provide new ways to get involved in civic issues; engender a feeling amongst community members that they have a voice in matters of community concern	<ul style="list-style-type: none"> • Opportunities created for cross-sector, cross-disciplinary, cross values dialogue and exchange • Written expressions, voiced opinions, web views, blogs, etc.
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	d) Improve the quality of the visual landscape; make signs of creativity visible in the community	<ul style="list-style-type: none"> • New public art projects • Neighborhood clean-up projects • Youth mural projects • Animating vacant / dormant retail space
		<ul style="list-style-type: none"> • Increased public support for visual improvements (zoning, public art legislation) • Increased support for streetscape improvements
	e) Increase social cohesion and social integration; foster a sense of belonging; help residents discover commonalities with others in their community	<ul style="list-style-type: none"> • Raised consciousness about shared responsibilities • Improved attitudes about "fitting in"
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	f) Raise levels of civic pride and optimism; improve perception of one's community as an appealing place to live, work, learn and play. Create places that matter and which promote attachment.	<ul style="list-style-type: none"> • Increased availability of locally-generated programs & events
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Paint a streetscape	1	Improve the quality of the visual landscape; make signs of creativity visible in the community	• New public art	• Project completion
Involve community in a weekend of painting	1	Increase social cohesion and social integration; foster a sense of belonging; help residents discover commonalities with others in their community	• Positive community/local business attitudes about artwork	• Primary data collection – interview passerby/local businesses after artwork complete
The image to be painted was developed through a local competition	2	Social bonding; pride in one's community, heritage or identity	•	•
Making community creativity and pride explicit in the streetscape painting	3	Improving or diversifying spaces, venues and settings for arts and cultural participation	•	•
			•	•
			•	•

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	f) Sustained engagement in quality arts experience and an appreciation for the creative life; embedding the arts into citizens' daily lives	<ul style="list-style-type: none"> • Increase in critical thinking abilities
		<ul style="list-style-type: none"> • Increased availability of participatory arts programs and activities • Increased appreciation for role of the arts in daily life

Arts Catalyze Placemaking ACTIVITIES, GOALS & OUTCOMES WORKSHEET

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The image to be painted was developed through a local competition	2	Social bonding; pride in one's community, heritage or identity	• Increased community pride	• Pre/Post Primary data collection – interview passerby/local businesses
Making community creativity and pride explicit in the streetscape painting	3	Improving or diversifying spaces, venues and settings for arts and cultural participation	•	•
			•	•
			•	•

COA GOALS	COA PRIORITY OUTCOMES	SUGGESTED INDICATORS OF SUCCESS Short Term Indicators (shaded) Long Term Indicators (white)
3. MARKET DEVELOPMENT The Arts are an essential component of Connecticut's environment and should be accessible to the greater community. <i>The focus of this goal is on growing the base of arts participants and strengthening the arts infrastructure.</i> Projects, activities or programs in this goal area support: • broadening and deepening arts opportunities and access, attracting a more diverse audience; • strengthening the overall arts infrastructure.	a) Expand access to the arts; broadened pool of arts-engaged citizens	<ul style="list-style-type: none"> • Ability to attract infrequent attenders, diverse or under-served populations and non-arts-users • Broaden base of participants
	b) Improving or diversifying spaces, venues and settings for arts and cultural participation	<ul style="list-style-type: none"> • New or different spaces used or improved • Improve physical infrastructure of arts venues and settings
	c) Richer knowledge-base of creative economy assets	<ul style="list-style-type: none"> • Increased inventory of and interest in creative economy assets • Robust inventory of creative economy assets; legislative support for the creative economy
	d) Increased support for artists' work and/or artists' activities	<ul style="list-style-type: none"> • Increased sales of artists' work and/or employment of artists' skills • Sustainable markets for artists work and skills (galleries, spaces to perform, hybrid opportunities, etc.) • Better availability of resources for artists (live-work space, affordable housing, insurance, career development, etc.)
	e) Greater private support for arts organizations; more sustainable infrastructure for the arts	<ul style="list-style-type: none"> • Expand donor base, lower reliance on unsustainable sources • Ability to plan ahead, long-term approach to capitalization; ability to crowd source funding needs • Successful changes in policy that attract and support creative businesses and arts (tax incentives, etc.)
	f) A strong creative learning system, in-school, after-school, and in the community	<ul style="list-style-type: none"> • Percentage of public schools with arts & music teachers, employment of teaching artists, after-school arts activities, etc. • Families taking advantage of cultural resources

Arts Catalyze Placemaking ACTIVITIES, GOALS & OUTCOMES WORKSHEET

APPLICANT: **Public Art Example**
PROJECT:

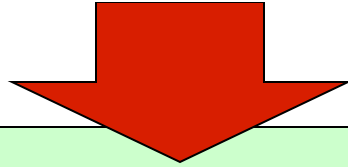
MAJOR ACTIVITIES TO BE CONDUCTED: List Top to Bottom in Priority Order	COA GOAL ALIGNMENT	COA PRIORITY OUTCOME SERVED	POTENTIAL INDICATORS OF SUCCESS	SOURCES OF EVIDENCE
Paint a streetscape	1	Improve the quality of the visual landscape; make signs of creativity visible in the community	• New public art	• Project completion
Involve community in a weekend of painting	1	Increase social cohesion and social integration; foster a sense of belonging; help residents discover commonalities with others in their community	• Positive community/local business attitudes about artwork	• Primary data collection – interview passerby/local businesses after artwork complete
The image to be painted was developed through a local competition	2	Social bonding; pride in one's community, heritage or identity	• Increased community pride	• Pre/Post Primary data collection – interview passerby/local businesses
Making community creativity and pride explicit in the streetscape painting	3	Improving or diversifying spaces, venues and settings for arts and cultural participation	• New use of space to attract community members	• Project completion
			•	•
			•	•

Example #2

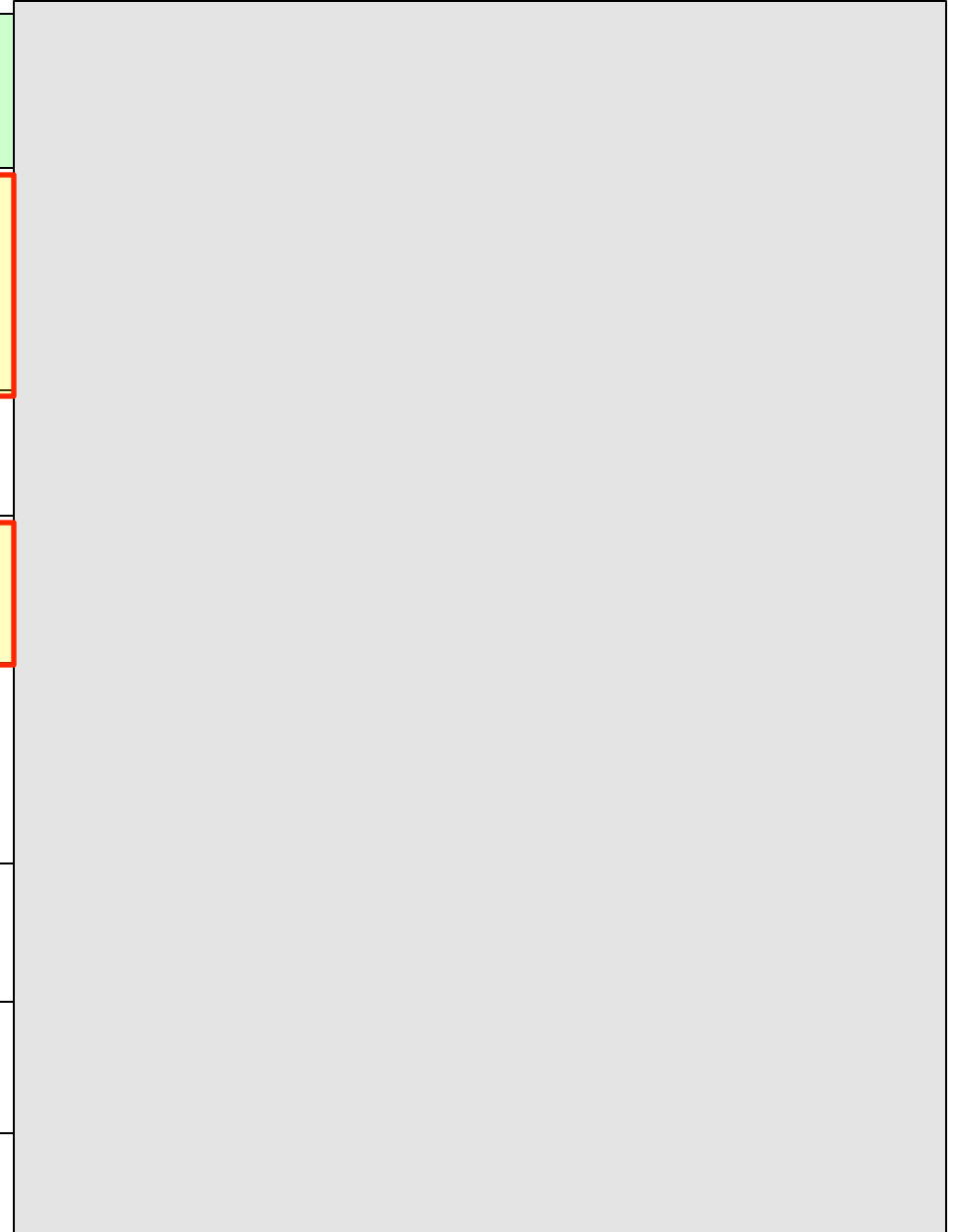
- Collaborative writing projects written about and for the community
 - Including community stakeholders in the development of story and characters to make a work authentic and meaningful to a community
 - Showcasing and adapting the story to be celebrated at community events
 - Aimed at inspiring families and community members to read together ala the National Endowment for the Arts' Big Read <http://www.neabigread.org/about.php>

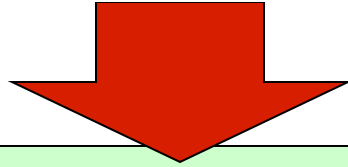


Photo: *Richmond Tales, Lost Secrets of the Iron Triangle*, <http://www.artplaceamerica.org/articles/creative-work-fund-9/>

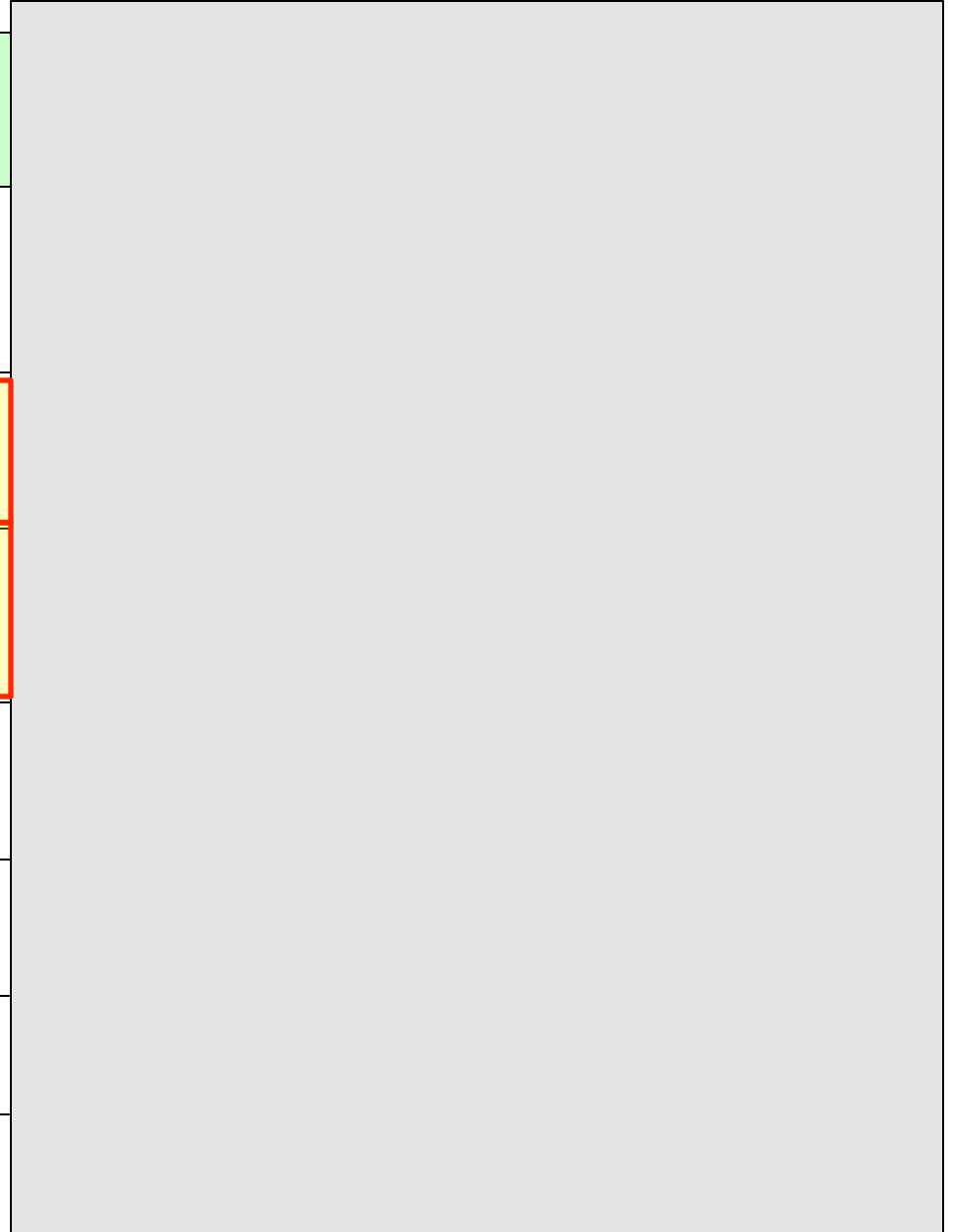


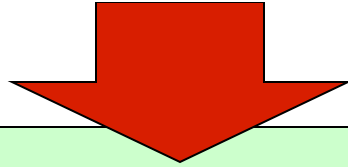
COA GOALS	COA PRIORITY OUTCOMES
1. COMMUNITY RELEVANCE & CIVIC ENGAGEMENT The Arts are essential in the development of great places. <i>The primary focus of this goal is on community-level or organizational-level outcomes.</i> With arts at the core, projects, activities or programs in this goal area: <ul style="list-style-type: none">• help members of the community connect to and feel a part of their community;• are strategic in engaging members of the community as active participants and contributors to the improved community environment.	a) Build or deepen collaborative, community partnerships (i.e., strengthened civic infrastructure); increase efficacy (i.e., capacity of a community to organize and respond to its own challenges)
	b) Foster stewardship of shared public resources such as schools, parks, cultural resources, natural resources, etc.
	c) Heighten civic dialogue and exchange of viewpoints; provide new ways to get involved in civic issues; engender a feeling amongst community members that they have a voice in matters of community concern
	d) Improve the quality of the visual landscape; make signs of creativity visible in the community
	e) Increase social cohesion and social integration; foster a sense of belonging; help residents discover commonalities with others in their community
	f) Raise levels of civic pride and optimism; improve perception of one's community as an appealing place to live, work, learn and play. Create places that matter and which promote attachment.





COA GOALS	COA PRIORITY OUTCOMES
2. ARTS ENGAGEMENT, ARTISTIC EXCELLENCE & CREATIVITY High quality art and arts experiences stir creativity and critical thinking and advance cognitive, emotional and social health. <i>The primary focus of this goal is on individual-level outcomes.</i> Projects, activities or programs in this goal area: <ul style="list-style-type: none">• foster pride in one's own heritage and culture, and greater understanding and appreciation of the culture and heritage of others;• advance innovative approaches in art making;• embed sustained high quality art and arts experiences into our daily lives.	a) Catalyze individuals' creativity, spark entrepreneurialism, innovation and creative learning at all ages.
	b) Social bonding; pride in one's community, heritage or identity (supports social cohesion outcomes at the community level see section (e) Goal 1)
	c) Social bridging and tolerance; foster greater understanding across cultures and groups of people with different backgrounds (supports social cohesion outcomes at the community level see section (e) Goal 1)
	d) Emotional benefits associated with arts experiences, leading to enhanced sense of well-being and sense of self, including greater empathy for community members and an empathetic concern that moves people to help others.
	e) Cognitive benefits associated with arts experiences, such as greater mental acuity, exposure to new ideas, innovative approaches in art making experiences, critical thinking skills, etc.
	f) Sustained engagement in quality arts experience and an appreciation for the creative life; embedding the arts into citizens' daily lives





COA GOALS	COA PRIORITY OUTCOMES	
3. MARKET DEVELOPMENT The Arts are an essential component of Connecticut's environment and should be accessible to the greater community. <i>The focus of this goal is on growing the base of arts participants and strengthening the arts infrastructure.</i> Projects, activities or programs in this goal area support: <ul style="list-style-type: none">• broadening and deepening arts opportunities and access, attracting a more diverse audience;• strengthening the overall arts infrastructure.	a) Expand access to the arts; broadened pool of arts-engaged citizens	
	b) Improving or diversifying spaces, venues and settings for arts and cultural participation	
	c) Richer knowledge-base of creative economy assets	
	d) Increased support for artists' work and/or artists' activities	
	e) Greater private support for arts organizations; more sustainable infrastructure for the arts	
	f) A strong creative learning system, in-school, after-school, and in the community	

Arts Catalyze Placemaking

ACTIVITIES, GOALS & OUTCOMES WORKSHEET

APPLICANT: **Community Writing Project Example**
PROJECT:

MAJOR ACTIVITIES TO BE CONDUCTED: List Top to Bottom in Priority Order	COA GOAL ALIGNMENT	COA PRIORITY OUTCOME SERVED	POTENTIAL INDICATORS OF SUCCESS	SOURCES OF EVIDENCE
Collaboratively write a series of poems about a specific community	1	Build or deepen collaborative community partnerships	•	•
Involve community in writing workshops	1	Heighten civic dialogue and exchange of viewpoints; provide new ways to get involved in civic issues (abb.)	•	•
Involve community in writing workshops	2	Social bonding; pride in one's community, heritage or identity	•	•
Focused efforts will be made to involve diverse community members; aiming to bridge class divides	2	Social bridging and tolerance; foster greater understanding across cultures and groups of people with different backgrounds	•	•
Host workshops & community meetings in a variety of locales in effort to reach individuals who do no typical engage with arts (e.g. bars, churches, libraries)	3	Expand access to the arts; broadened pool of arts-engaged citizens	•	•
			•	•

COA GOALS	COA PRIORITY OUTCOMES	SUGGESTED INDICATORS OF SUCCESS Short Term Indicators (shaded) Long Term Indicators (white)
1. COMMUNITY RELEVANCE & CIVIC ENGAGEMENT The Arts are essential in the development of great places. <i>The primary focus of this goal is on community-level or organizational-level outcomes.</i> With arts at the core, projects, activities or programs in this goal area: <ul style="list-style-type: none"> • help members of the community connect to and feel a part of their community; • are strategic in engaging members of the community as active participants and contributors to the improved community environment. 	a) Build or deepen collaborative, community partnerships (i.e., strengthened civic infrastructure); increase efficacy (i.e., capacity of a community to organize and respond to its own challenges)	<ul style="list-style-type: none"> • Art organizations become more aware of, or engaged in, their community • New relationships forged (cross-sector, committees) • Evidence of sustained partnerships & self-initiated problem-solving • Changed attitudes about sense of place and community identity • Greater levels of involvement by arts and cultural organizations in community
	b) Foster stewardship of shared public resources such as schools, parks, cultural resources, natural resources, etc.	<ul style="list-style-type: none"> • Increased volunteerism, stewardship behaviors, financial contributions to local cause • Community committed to improving & maintaining shared cultural, natural, educational, resources.
	c) Heighten civic dialogue and exchange of viewpoints; provide new ways to get involved in civic issues; engender a feeling amongst community members that they have a voice in matters of community concern	<ul style="list-style-type: none"> • Opportunities created for cross-sector, cross-disciplinary, cross values dialogue and exchange • Written expressions, voiced opinions, web views, blogs, etc. • Appreciate diversity of values as a community asset
	d) Improve the quality of the visual landscape; make signs of creativity visible in the community	<ul style="list-style-type: none"> • New public art projects • Neighborhood clean-up projects • Youth mural projects • Animating vacant / dormant retail space • Increased public support for visual improvements (zoning, public art legislation) • Increased support for streetscape improvements
	e) Increase social cohesion and social integration; foster a sense of belonging; help residents discover commonalities with others in their community	<ul style="list-style-type: none"> • Raised consciousness about shared responsibilities • Improved attitudes about "fitting in" • Increased membership in community institutions • Higher levels of civic engagement
	f) Raise levels of civic pride and optimism; improve perception of one's community as an appealing place to live, work, learn and play. Create places that matter and which promote attachment.	<ul style="list-style-type: none"> • Increased availability of locally-generated programs & events • Improved attitudes about safety and livability (satisfaction with community) • Attracting new businesses, organizations, residents

**Arts Catalyze Placemaking
ACTIVITIES, GOALS & OUTCOMES WORKSHEET**

APPLICANT: **Community Writing Project Example**
PROJECT:

MAJOR ACTIVITIES TO BE CONDUCTED: List Top to Bottom in Priority Order	COA GOAL ALIGNMENT	COA PRIORITY OUTCOME SERVED	POTENTIAL INDICATORS OF SUCCESS	SOURCES OF EVIDENCE
Collaboratively write a series of poems about a specific community	1	Build or deepen collaborative community partnerships	• New partnerships/relationships developed	Documenting partners' effort to • recruit and foster community input into the creative writing process
Involve community in writing workshops	1	Heighten civic dialogue and exchange of viewpoints; provide new ways to get involved in civic issues (abb.)	Creating well-facilitated • opportunities for community dialogue within the creative process	Documenting community workshops •
Involve community in writing workshops	2	Social bonding; pride in one's community, heritage or identity	•	•
Focused efforts will be made to involve diverse community members; aiming to bridge class divides	2	Social bridging and tolerance; foster greater understanding across cultures and groups of people with different backgrounds	•	•
Host workshops & community meetings in a variety of locales in effort to reach individuals who do not typically engage with arts (e.g. bars, churches, libraries)	3	Expand access to the arts; broadened pool of arts-engaged citizens	•	•
			•	•

COA GOALS	COA PRIORITY OUTCOMES	SUGGESTED INDICATORS OF SUCCESS Short Term Indicators (shaded) Long Term Indicators (white)
2. ARTS ENGAGEMENT, ARTISTIC EXCELLENCE & CREATIVITY High quality art and arts experiences stir creativity and critical thinking and advance cognitive, emotional and social health. <i>The primary focus of this goal is on individual-level outcomes.</i> Projects, activities or programs in this goal area: <ul style="list-style-type: none"> • foster pride in one's own heritage and culture, and greater understanding and appreciation of the culture and heritage of others; • advance innovative approaches in art making; • embed sustained high quality art and arts experiences into our daily lives. 	a) Catalyze individuals' creativity, spark entrepreneurialism, innovation and creative learning at all ages.	<ul style="list-style-type: none"> • Creative output (stories, songs, dances, drawing, photos, new ideas, etc). • More frequent interaction(s) between artists and community members
	b) Social bonding; pride in one's community, heritage or identity (supports social cohesion outcomes at the community level see section (e) Goal 1)	<ul style="list-style-type: none"> • Increased opportunities for engaging in arts that reflect a specific identity or culture • Sustained outlets that support multiple, cultural identities • Increased feeling of support or pride within a community
	c) Social bridging and tolerance; foster greater understanding across cultures and groups of people with different backgrounds (supports social cohesion outcomes at the community level see section (e) Goal 1)	<ul style="list-style-type: none"> • Availability of programs, events and/or spaces where people of different backgrounds can meet and share common experiences • People's perceptions were changed regarding differences and resulted in fewer negative stereotypes and increased tolerance
	d) Emotional benefits associated with arts experiences, leading to enhanced sense of well-being and sense of self, including greater empathy for community members and an empathetic concern that moves people to help others.	<ul style="list-style-type: none"> • Intrinsic impacts derived from an individual's arts experience(s) • Subjective well-being measures
	e) Cognitive benefits associated with arts experiences, such as greater mental acuity, exposure to new ideas, innovative approaches in art making experiences, critical thinking skills, etc.	<ul style="list-style-type: none"> • Individual learning, comfort with new approaches • Increase in critical thinking abilities
	f) Sustained engagement in quality arts experience and an appreciation for the creative life; embedding the arts into citizens' daily lives	<ul style="list-style-type: none"> • Increased availability of participatory arts programs and activities • Increased appreciation for role of the arts in daily life

Arts Catalyze Placemaking

ACTIVITIES, GOALS & OUTCOMES WORKSHEET

APPLICANT: **Community Writing Project Example**

PROJECT:

MAJOR ACTIVITIES TO BE CONDUCTED: List Top to Bottom in Priority Order	COA GOAL ALIGNMENT	COA PRIORITY OUTCOME SERVED	POTENTIAL INDICATORS OF SUCCESS	SOURCES OF EVIDENCE
Collaboratively write a series of poems about a specific community	1	Build or deepen collaborative community partnerships	• New partnerships/relationships developed	Documenting partners' effort to • recruit and foster community input into the creative writing process
Involve community in writing workshops	1	Heighten civic dialogue and exchange of viewpoints; provide new ways to get involved in civic issues (abb.)	Creating well-facilitated • opportunities for community dialogue within the creative process	Documenting community workshops •
Involve community in writing workshops	2	Social bonding; pride in one's community, heritage or identity	Opportunities for community • members to reflect on their own role and that of others' in the community; deepen pride in community, be opened to a new perspective	Pre/Post workshop • questionnaires
Focused efforts will be made to involve diverse community members; aiming to bridge class divides	2	Social bridging and tolerance; foster greater understanding across cultures and groups of people with different backgrounds		• Pre/Post workshop questionnaires
Host workshops & community meetings in a variety of locales in effort to reach individuals who do no typical engage with arts (e.g. bars, churches, libraries)	3	Expand access to the arts; broadened pool of arts-engaged citizens	•	•
			•	•

COA GOALS	COA PRIORITY OUTCOMES	SUGGESTED INDICATORS OF SUCCESS Short Term Indicators (shaded) Long Term Indicators (white)
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	b) Improving or diversifying spaces, venues and settings for arts and cultural participation	<ul style="list-style-type: none"> • New or different spaces used or improved • Improve physical infrastructure of arts venues and settings
	c) Richer knowledge-base of creative economy assets	<ul style="list-style-type: none"> • Increased inventory of and interest in creative economy assets • Robust inventory of creative economy assets; legislative support for the creative economy
	d) Increased support for artists' work and/or artists' activities	<ul style="list-style-type: none"> • Increased sales of artists' work and/or employment of artists' skills • Sustainable markets for artists work and skills (galleries, spaces to perform, hybrid opportunities, etc.) • Better availability of resources for artists (live-work space, affordable housing, insurance, career development, etc.)
	e) Greater private support for arts organizations; more sustainable infrastructure for the arts	<ul style="list-style-type: none"> • Expand donor base, lower reliance on unsustainable sources • Ability to plan ahead, long-term approach to capitalization; ability to crowd source funding needs • Successful changes in policy that attract and support creative businesses and arts (tax incentives, etc.)
	f) A strong creative learning system, in-school, after-school, and in the community	<ul style="list-style-type: none"> • Percentage of public schools with arts & music teachers, employment of teaching artists, after-school arts activities, etc. • Families taking advantage of cultural resources

Arts Catalyze Placemaking

ACTIVITIES, GOALS & OUTCOMES WORKSHEET

APPLICANT: **Community Writing Project Example**
PROJECT:

MAJOR ACTIVITIES TO BE CONDUCTED: List Top to Bottom in Priority Order	COA GOAL ALIGNMENT	COA PRIORITY OUTCOME SERVED	POTENTIAL INDICATORS OF SUCCESS	SOURCES OF EVIDENCE
Collaboratively write a series of poems about a specific community	1	Build or deepen collaborative community partnerships	<ul style="list-style-type: none"> New partnerships/relationships developed 	<ul style="list-style-type: none"> Documenting partners' effort to recruit and foster community input into the creative writing process
Involve community in writing workshops	1	Heighten civic dialogue and exchange of viewpoints; provide new ways to get involved in civic issues (abb.)	<ul style="list-style-type: none"> Creating well-facilitated opportunities for community dialogue within the creative process 	<ul style="list-style-type: none"> Documenting community workshops
Involve community in writing workshops	2	Social bonding; pride in one's community, heritage or identity	<ul style="list-style-type: none"> Opportunities for community members to reflect on their own role and that of others' in the community; deepen pride in community, be opened to a new perspective 	<ul style="list-style-type: none"> Pre/Post workshop questionnaires
Focused efforts will be made to involve diverse community members; aiming to bridge class divides	2	Social bridging and tolerance; foster greater understanding across cultures and groups of people with different backgrounds	<ul style="list-style-type: none"> Host workshops in a true variety of locales 	<ul style="list-style-type: none"> Pre/Post workshop questionnaires
Host workshops & community meetings in a variety of locales in effort to reach individuals who do no typical engage with arts (e.g. bars, churches, libraries)	3	Expand access to the arts; broadened pool of arts-engaged citizens	<ul style="list-style-type: none"> Host workshops in a true variety of locales 	<ul style="list-style-type: none"> Pre/Post workshop questionnaires; document prior arts experience
			<ul style="list-style-type: none"> 	<ul style="list-style-type: none">

Q&A

Thank you!

More information available at:

<http://www.ct.gov/cct/cwp/view.asp?a=3933&q=507176>

Questions? Contact: ACP.Questions@ct.gov